

Міністерство освіти і науки України  
Сумський державний університет  
Наукове товариство студентів, аспірантів,  
докторантів і молодих вчених СумДУ

## ***ПЕРШИЙ КРОК У НАУКУ***

Матеріали  
VIII студентської конференції  
(Суми, 11 грудня 2016 року)



Суми  
Сумський державний університет  
2016

## **PATTERNS OF CROSS-CULTURAL COMMUNICATION IN THE GLOBALIZED WORLD**

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It is hard to imagine the modern global world without communication. People from different countries try to make new acquaintances. Cross-cultural communication is connection between people from different cultures.

Cross-cultural communication offers understanding and knowledge about speakers of different languages. Culture means understanding without speech. We can communicate through gestures without any sounds or verbally using symbols as words to form phrases and express our thoughts.

Moreover, we can explore a closer cross-cultural understanding other language speakers by examples used in conversation. If we want to understand cross-cultural communication, we should know about the cultural and ethnographic sciences.

Cultural Studies helps us to understand system of culture of different people all over the world. If you know enough about some cultures, you can easily find the contact with people from different countries and subcultures.

Ethnography is a part of historical science about the ethnic groups and cultural characteristics. It is useful for us to learn about ethnography, because each nation has its own cultural and ethnic origins. If we want to communicate with the inhabitants from different parts of the world, we must firstly understand where this person from is and what is the culture there. Sometimes ignorance of details can lead up to quarrels or disagreements.

There are different ways to say “Hello” in each country. In Lapland, for example, people rub noses, so in France a stranger can kiss you at the first meeting. If you have not enough information, it will be hard for you to start a conversation. Let us analyze some examples and patterns.

One of the most famous gestures is two fingers. In such countries as the USA, Ukraine and Russia this gesture means peace or victory. But it is not so in other traditions.

If you come to one of the English-speaking countries, for example, the UK, New Zealand, Australia or Ireland, use this gesture correctly, the palm should be turned to the interlocutor. If you turn it to yourself, it means «go away», which naturally can cause an unpleasant reaction.

We can perceive a culture through a non-verbal way, verbal, written or through visual imaging, by which we exchange information. Due to this dynamic process cross-cultural perception takes place. Cross-cultural communication can be improved when coming from our experience; interaction and possibility try to start conversation with people here and now.

Sometimes we take part in communication without our regular feelings, thoughts or emotions. We try to make contact despite those factors. If a person begins to understand us it is called cross-cultural communication. It means that communication is productive without depending on any culture.

To sum up I'd like to say, that we cannot live without communication in globalized world. Multinational business and even families become usual and don't look like an exception.

There are cross-culture aspects between people who need to communicate, share experience and feelings. Sometimes knowing the rules can save the attitudes and future relations, for example in business and in making long-time cooperation and profitable deals. It is enough to put in a little effort to express your emotions. We easily can find a common language with different people.

So, that is why the patterns of cross-cultural communication is very important in our globalized world. It is compulsory and necessary for co-living.

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